

## ORDER



**Orders**  
**Order / Rev:** 167858  
**Alt Order #:** 06859839  
**Product Desc:** E PAULSEN 4 CONGRESS  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St NW Ste 200  
 Washington, DC 20007-4415

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Paulsen for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$14,425.00	\$12,261.25
10/29/12	10/30/12	14	\$7,875.00	\$6,693.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$14,425.00	\$12,261.25	0.00
November 2012	14	\$7,875.00	\$6,693.75	0.00
<b>Totals</b>	<b>41</b>	<b>\$22,300.00</b>	<b>\$18,955.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$22,300.00
Market	100%	\$111,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	45%	\$50,175.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	35%	\$39,025.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/28/12	10/28/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,350.00		0.00						
E 2	M	10/30/12	10/30/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00

KSTP-TV, LLC and KSAX-TV

Order / Rev: 167858  
 Alt Order #: 06859839  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Paulsen for Congress  
 Product Desc: E PAULSEN 4 CONGRESS  
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	M	10/30/12	10/30/12	M-F 430-5p News 430p News	CM	430-5p	-T-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$400.00		0.00			
E 15	M	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$700.00		0.00			
E 16	M	10/30/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$700.00		0.00			
E 17	M	10/25/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	---TF--	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$1,100.00		0.00			
E 18	M	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	-T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,100.00		0.00			
E 19	M	10/25/12	10/25/12	M-F 630-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,050.00		0.00			
E 20	M	10/29/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,050.00		0.00			
E 21	M	10/27/12	10/27/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS SAT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
E 22	M	10/27/12	10/27/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$425.00		0.00			
E 23	M	10/27/12	10/27/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
NEWS SAT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$325.00		0.00			
E 24	M	10/28/12	10/28/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
NEWS SUN 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$225.00		0.00			
E 25	M	10/28/12	10/28/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$550.00	3	0.00	NM	1	\$550.00
GM SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
E 26	M	10/28/12	10/28/12		CM	8-9a	-----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00

Order / Rev: 167858  
 Alt Order #: 06859839  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Paulsen for Congress  
 Product Desc: E PAULSEN 4 CONGRESS  
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 8-9a											
				Sun 8-9a											
NEWS SUN 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$475.00		0.00				
E 27	M	10/28/12	10/28/12	Su 530-6p	CM	530-6p	-----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
				Su 530-6p News											
NWES 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$450.00		0.00				
													Totals	41	\$22,300.00